

BackBox **Partner Advantage** Program

Drive Revenue and Resilience with BackBox

Partner with BackBox to offer clients unparalleled network cyber resilience across 180+ device vendors — proven on over 100,000 networks worldwide — to automate network infrastructure security, compliance, and lifecycle management across networks of any size.

DELIVER VALUE TO YOUR CUSTOMERS



- Keep their business up & running
- Secure & recover their network at the lowest TCO
- Extensive coverage to manage diverse network environments
- Empower network teams with automated solutions to reduce vulnerability risks and improve configuration compliance

NEW AUDIENCES & NEW CONVERSATIONS



- Go after a bigger market — CIO & CISO
- Elevate conversations to unite network and security teams
- Build strategic relevance with a flexible solution to meet your customers' needs
- Seize new business opportunities with easy add on to network device sales

GROW PROFITABILITY THROUGH COLLABORATION



- Offer high-value solutions to meet customer needs
- Accelerate your go-to-market with marketing development funds
- Close multi-network vendor deals faster at higher margins
- Same discounts for renewals as the original closed deal

Program Overview

PARTNER TIERS

Silver

- \$0 to \$49,999 Active ARR
- No training requirement
- Up to 15% discount off the list price
- Sales Performance Incentive Program once training is completed

Gold

- \$50,000 to \$249,999 Active ARR
- Must have at least one Sales and one technical certification
- Up to 35% discount off the list price
- Marketing Development Funds
- Sales Performance Incentive Program

Platinum

- \$250,000 and above Active ARR
- Must have at least two Sales and two technical certifications
- Up to 45% discount off the list price
- Marketing Development Funds
- Sales Performance Incentive Program

SALES PERFORMANCE INCENTIVE PROGRAM¹

Deal Registration that leads to a demo for \$50,000+ ARR deals

- \$100 each for the Account Manager and the Sales Engineer once the demo is completed.

Closed Deal Registration

- \$50,000 to \$99,999 ARR - \$1,500 each for the Account Manager and the Sales Engineer.
- \$100,000 to \$149,999 ARR - \$3,000 each for the Account Manager and the Sales Engineer.
- \$150,000 ARR+ - \$5,000 each for the Account Manager and the Sales Engineer.

Deal Registrations can be submitted here: <https://backbox.com/register-a-deal>

¹ Applies to new business, cross-sell, and upsell opportunities. Payments are via gift card in applicable countries. The incentive for the demo will be paid in the month following completion of the meeting. The incentive for the closed deals in the month following payment of the invoice.



About BackBox

More than 500 enterprises worldwide trust BackBox as their preferred network cyber resilience platform. BackBox supports network devices from over 180 vendors, offering thousands of pre-built automations and a no-code way to create new ones. BackBox empowers teams with the confidence to automate critical network processes, maintain business continuity during disruptions, and recover swiftly. From backups and OS updates to configuration compliance and vulnerability management, BackBox ensures that automations deliver consistent, reliable outcomes.

To learn more, visit backbox.com or contact us at partner@backbox.com